



# France Avenue

urban design workshop

22 April 2013



## Provide a catalyst for France Avenue that will:

- Encourage pedestrians to use enhanced intersections by creating inviting passages from surrounding areas, development along France Avenue, and buildings at the enhanced intersections.
- Create inviting and comfortable parallel corridors leading to enhanced intersections with patterns and details that reflect the France Avenue corridor.
- Orient buildings with primary entrances at corners to encourage pedestrian activity.
- Discourage crossings at locations other than enhanced intersections.
- Create inviting and safe waiting spaces at enhanced intersections.
- Ensure safe and comfortable space is available at medians in the event a pedestrian cannot cross the entire street.

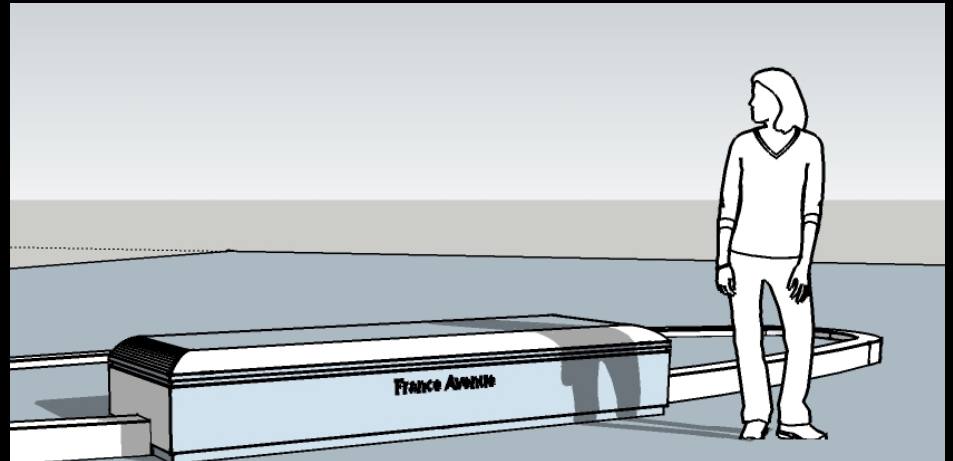
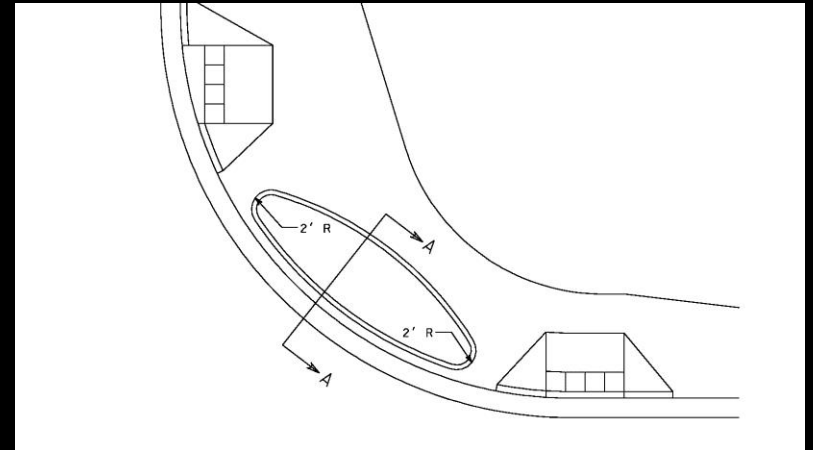


## Provide a catalyst for France Avenue that will:

- Ensure safe and comfortable space is available at medians in the event a pedestrian cannot cross the entire street.
- Establish continuity in design among enhanced intersections.
- Create, to the degree possible, designs oriented to pedestrians within the street crossing zones that are related to, but still distinct from, the waiting spaces.
- Improve transit accessibility.



## “Biscuit” planters





## Urban design

- It's not things (trees, lights, monuments).
- It's the patterns and connections that promote an experience of a place, particularly as it relates to the public realm (although this does not mean only public property).
- It's not just about the built environment, but deals with the ways the built environment interacts with the natural environment, and the interplay of the built environment with economics, real estate, and social concerns.
- It should result in a statement of identity drawn from the vision of stakeholders.



## Urban design is a component of the pedestrian enhancements

- Focus on continuous movements along France Avenue and crossings of France Avenue at key streets.
- Enhancements at intersections to promote pedestrian safety and comfort.
- Framing of opportunities for connections between buildings and the corridor—getting people to walk along France requires that they get to France first.



## Conditions influencing urban design of France Avenue

- Disparate landscape beyond right-of-way.
- Limited available space for urban design elements.
- Site evolution with varying orientations to the corridor.
- Few opportunities for public monuments that won't conflict with nearby private sector improvements.
- West side improvements needed to balance improvements on the east side as a part of the currently planned project.
- Small elements may become lost in the larger landscape of France Avenue.
- Improvements need to be bold and offer as much to motorists as pedestrians/bicyclists.



## Challenge of this process...

- Make accommodation for future urban design enhancements during upcoming construction
- Engage a task force with defining future patterns that build from the current project
- Consider extension of urban design directions to other Southdale area streets
- Look for opportunities beyond pedestrian enhancements
  - Create a signature for the street
  - Establish a gateway to the district
  - Reflect a character appropriate to Edina
  - Match the scale of the corridor





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Thank you for your input!